

Rep Order#	6856160	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

2 of 4

Printed: 09/25/2012 1:27 PM

Last Received: 09/25/2012 12:41 PM

Showing Buylines: All Lines

Station WBTV-TV NORFOLK, VA.

Agency () CROSSROADS MEDIA

Rep Firm

Advertiser ().AMER 4 JOB SECURITY

66 CANAL CENTER PLAZA, SUITE 555

) PHILADELPHIA

Product Americans for Job Se

ALEXANDRIA, VA 22314

) ANJIE BRADY

Estimate# 1020

Agency C/P1/P2/E 13/141/1020

Buyer
Noelle Ramsey

Flight Dates 09/26/2012 - 10/02/2012

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

Fax#[illegible][illegible]

9
Rating: 3.7

Rating: 4.4

Rating: 4.4

Rating: 4.4

Rating: 4.4

Rating: 4.4

Rating: 2.5

Rating: 2.5

Rating: 2.5

Rating: 2.5

Rating: 1.0

Rep Order# 6856160 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 09/25/2012 1:27 PM 3 of 4
EC'd Yes **Last Received:** 09/25/2012 12:41 PM
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3 of 4

Printed: 09/25/2012 1:27 PM

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Showing Buylines: All Lines

Traffic Order#

Ver# 1 Status New

6856160

Rep Order#

Station	WVBT-TV NORFOLK, VA.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() AMER 4 JOB SECURITY		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	Americans for Job Se		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	1020	Agency C/P1/P2/E	13/141/1020		
Buyer	Noelle Ramsey	Flight Dates	09/26/2012 - 10/02/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	SU	10P-1045P	FOX 43 NEWS SUNDAY @ 10PM	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
Rating: 4.1												
	21	SU	1045P-11P	SPORTSWRAP SUNDAY	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
Rating: 2.0												
	22	W	11P-1130P	EXTRA (FTC 9/10/12)	:30	\$300.00	09/26-09/26	1	1	1	\$300.00	
Rating: 1.8												
	23	TH	11P-1130P	EXTRA (FTC 9/10/12)	:30	\$300.00	09/27-09/27	1	1	1	\$300.00	
Rating: 1.8												
	24	F	11P-1130P	EXTRA (FTC 9/10/12)	:30	\$300.00	09/28-09/28	1	1	1	\$300.00	
Rating: 1.8												
	25	M	11P-1130P	EXTRA (FTC 9/10/12)	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
Rating: 1.8												
	26	TU	11P-1130P	EXTRA (FTC 9/10/12)	:30	\$300.00	10/02-10/02	1	1	1	\$300.00	
Rating: 1.8												
	27	W	1130P-12A	DISH NATION (FTC 9/10/12)	:30	\$150.00	09/26-09/26	1	1	1	\$150.00	
Rating: 1.0												
	28	TH	1130P-12A	DISH NATION (FTC 9/10/12)	:30	\$150.00	09/27-09/27	1	1	1	\$150.00	
Rating: 1.0												
	29	F	1130P-12A	DISH NATION (FTC 9/10/12)	:30	\$150.00	09/28-09/28	1	1	1	\$150.00	
Rating: 1.0												
	30	M	1130P-12A	DISH NATION (FTC 9/10/12)	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
Rating: 1.0												

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMER 4 JOB SECURITY 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Americans for Job Se ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1020 Agency C/P1/P2/E 13/141/1020 Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey Flight Dates 09/26/2012 - 10/02/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TU	1130P-12A	DISH NATION (FTC 9/10/12)	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
Rating: 1.0												
	32	SU	12P-1P	FOX NFL SUNDAY PRE-GAME	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
Rating: 2.6												

---REPORT TOTALS---
Report Totals: 32 / \$20,400.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$15,900.00 Oct 12: 10 / \$4,500.00
Sales Totals: 32 / \$20,400.00
Station Totals: 32 / \$20,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals	\$20,400	CATV 0%	WAVY 0%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 100%	WVEC 0%		

---COMPETITIVE COMMENTS---
COMPETITIVE WILL FOLLOW

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE